

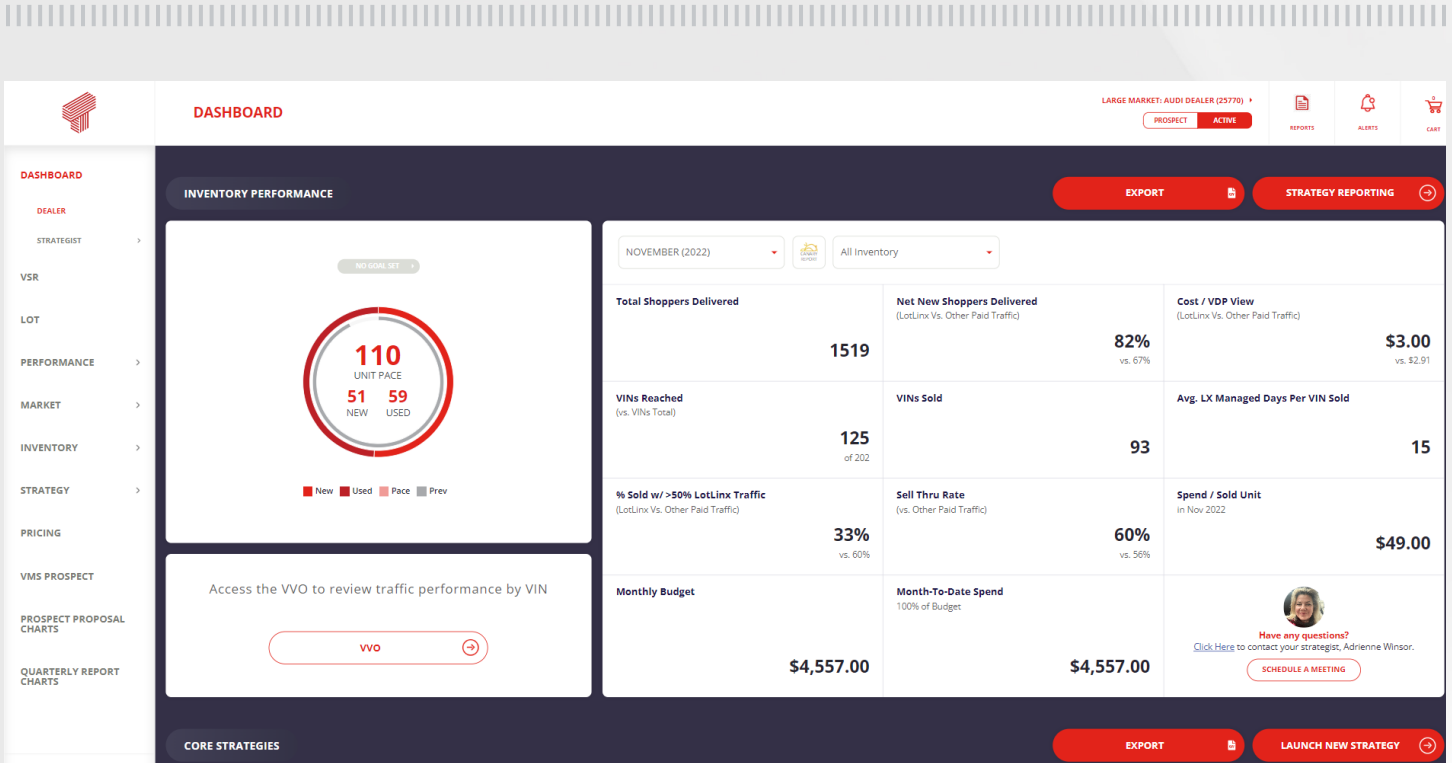
Lotlinx VIN Manager

Lotlinx VIN Manager is an interactive platform that delivers customized business tools to dealers. Lotlinx Vin Manager helps dealers do what they love: reduce inventory risk, increase profits, and serve customers better.

Lotlinx VIN Manager is the secret to your success.

The platform gives you precise control over every part of the retail process in order to maximize profits. Using predictive technology, Lotlinx helps dealers customize inventory and target marketing spend so they can sell more vehicles at higher margins. It's like having an expert on staff for every unit in your store.

Reduce risk and control your dealership at the VIN level.



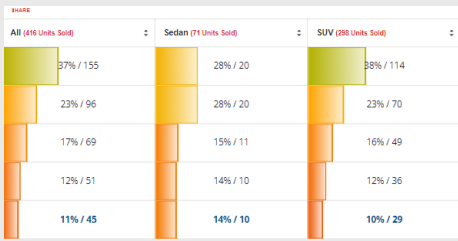
Does the same thing you would do, only 30,000 times per second.

Lotlinx automatically detects at-risk VINs by reading market signals and evaluating lot conditions. The platform focuses advertising spending on the VINs that need it most or the inventory with the highest ROI opportunities so that dealers spend less and earn more per vehicle.

Lotlinx Learn more at lotlinx.com/vinmanager or call 1-800-625-5469

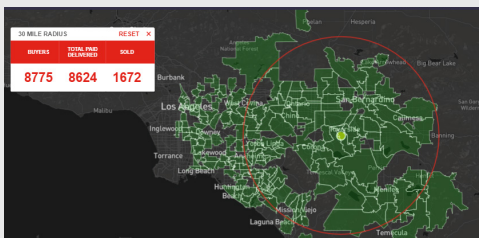
*Data claims refer to individual Lotlinx customer campaign results. Individual results may vary. ** Terms and conditions apply. Reach out to your Lotlinx strategist for more information.
© 2002, 2009, 2012, 2016-2023. Lotlinx, Inc. All rights reserved. | 20 Grove Street, Peterborough, NH, 03458 | 1.800.625.5469

Lotlinx VIN Manager



Increase market share

View real-time market share rankings versus the overall market and key competitors. Regularly monitoring sales pace by model and by dealership gives you the capacity to adjust your marketing strategy at any time.



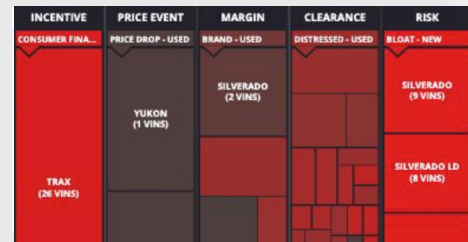
Reach shoppers in your area

Get to know the market for your available inventory, right down to the ZIP code. Identify the number of active shoppers within your local area and how many you're prepared to reach with your current marketing efforts.

STOCK #	PRICE	DEMAND	DOL	VDPS	M
11052	\$31,844	HIGH	199	7	2
11067	\$45,420	HIGH	188	22	3
10850	\$31,176	HIGH	250	81	5

Meet delivery goals for every VIN

Take a proactive stance toward selling your inventory. Understanding each VIN's place against the market gives you the levers to control the turn rate, days on the lot, and overall gross profit of a sale.



Reduce inventory risk

Understand how every vehicle is positioned within the marketplace. Regularly reviewing factors like pricing, days on lot, and in-market shopper demand for every vehicle can help to avoid additional costs.

Dealers get results with Lotlinx VIN Manager:

Mile High Honda

"I'm able to see which VINs are actually being targeted and what percentage of my marketing spend was directly related to a sale."

Results:

Mile High Honda's old model year video campaign received 245K impressions in 30 days.

Holman Cadillac

"These units posed a serious threat to the store's margins. Lotlinx saved us a ton of time and money by moving them quickly and easily."

Results:

Holman Cadillac sold 89% of the campaign inventory and delivered 83% net-new traffic to the dealer site.



Learn more at lotlinx.com/vinmanager or call 1-800-625-5469